Communications India and Shri Shunu Sen, a well known Marketing Consultant to study the working of Prasar Bharati and keeping in view its responsibility as a public service broadcaster to make appropriate recommendations with regard to its organizational structure, legal framework, systems and other relevant areas to ensure quality, credibility and professionalism within the organization.

(d) The Committee has submitted its report on 20th May, 2000.

Separate TV Channels for telecasting of regional programmes

† 856. SHRI KRIPAL PARMAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government propose to provide another T.V. channel to the State Governments for the telecasting of regional programmes; and

(b) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE MINISTRY OF LAW, JUSTICE AND COMPANY AFFAIRS (SHRI ARUN JAITLEY): (a) There is no proposal to provide any TV Channel to the State Governments.

(b) Does not arise.

Popularity of DD News Programme

857. PROF. M. SANKARALINGAM: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the popularity of DD News programme has improved;

(b) if so, the details thereof;

(c) if not, what Government intend to do to improve its popularity;

(d) whether it is a fact that hefty amount is paid for the new news readers who are drawn from private channels; and

(e) whether this new effort has yielded the desired result?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE MINISTRY OF LAW, JUSTICE AND COMPANY AFFAIRS (SHRI ARUN JAITLEY): (a) and (b) Prasar Bharati has intimated that the News and Samachar and

† Original notice of the Question was received in Hindi.

other Current Affairs programmes and Educational programmes of Doordarshan News have improved their popularity, as per the Television Audience Measurement (TAM) ratings between April and July, 2000.

(c) Does not arise.

(d) No sir.

(e) Does not arise.

Machinery for adding new items to the NBS

858 DR. C. NARAYANA REDDY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether there is any machinery for adding new items for the Rashtriya Prasaran Seva (National Broadcasting Service);

(b) whether Government propose to constitute a Committee of Musicians and Lyricists to review and add items for N.B.S.; and

(c) what are the language-wise new items added to the N.B.S. in the last three years?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE MINISTRY OF LAW, JUSTICE AND COMPANY AFFAIRS (SHRI ARUN JAITLEY): (a) It has always been the endeavor of Rashtriya Prasaran Seva to produce fresh programmes and add new recordings to its programme fare.

(b) No, Sir.

(c) Details of language-wise items are given in the enclosed statement.

Statement

Language-wise break-up of new Spoken word (talks, features, interviews, discussions etc.) items originated by National Channel, All India Radio

(No. of Items)

S.No.	Language	1997-98	1998-99	1999-2000
1.	Hindi	750	675	550
2.	English	600	650	675
	Urdu	325	305	295